

*Photo Card - Boy*

New from  
**Bell & Howell**  
**AUTOLOAD® 440**  
Super 8  
**MOVIE CAMERA**

*1-70*

*An excitingly different  
movie camera*



# AUTOLOAD® 440

*brings you tomorrow's features today  
...thanks to Bell & Howell's  
space-age technology*

Take a long, careful look at this modern Super 8 movie camera. It looks different because it is different... loaded with new features to help you concentrate on taking professional quality movies.

The precise, new lens system is made possible by Bell & Howell's years of experience in optical development for space research. Styling is both functional and modern... from the protective fold-down lens cover, the smart walnut-finished side panels to the fingertip controls. And it has the slickest, handiest zoom you've ever seen.



*New  
undercover  
look*

*Fold-down cover gives  
complete protection to  
lens system.*

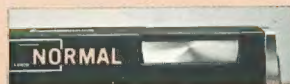


*Capture all those happy, unforgettable occasions...  
with the Autoload 440 Super 8.*





## *The thrill of making movies* ...with **ZOOM**



The fingertip treadle control lets you change from wide angle, to normal, to dramatic telephoto close-ups.

There's an exciting thrill in store for you if you've never taken color movies with a modern Bell & Howell zoom-equipped camera! Without moving from your position you can include group shots at the wide-angle setting. Then you smoothly move the treadle to normal to include the main subject. Finally, just like a pro, you move down to full zoom for dramatic telephoto close-ups.

Think of all the fun you'll have showing those interesting, professional quality films of your children as they grow up, your hobbies, sports, vacation trips and foreign travel—there's no limit to the interesting, exciting movies you can take with the Autoload 440.

**Changes an amateur to a real pro . . .**  
**Autoload 440 Super 8**

### **AUTOLOAD 440 ACCESSORIES**



**Deluxe Carrying Case**—The perfect accessory for the new camera. This specially designed, handsome case is easy to carry on trips and gives full protection.

**Remote Control**—Lets you move up to 26 feet away from your camera. Perfect for wildlife and other candid movies.



**Autoload Movie Light**—Mounts on the camera. For beautiful indoor or night-time movies.

**See Your Bell & Howell Dealer for Full Information.**



## FAST, EASY CARTRIDGE LOADING

Autoload 440 accepts all Super 8 film cartridges. You simply open the film door, slip the cartridge into place, close and latch the door and you're ready to start shooting immediately. Loading automatically sets the Optronic Eye to the correct film speed and starts footage counter.



## FINGERTIP SLOW-MOTION

It's easy to take dramatic slow-motion shots with your 440... slow down the action of a golf swing... the poise of a skier... or your youngster's first belly-flop. To take slow-motion you simply press the motor control all the way down. You can go from regular filming speed to slow-motion without stopping and get complete continuity for an entire sequence.



## OPTRONIC® ELECTRIC EYE ASSURES PERFECT EXPOSURES

The exclusive Optronic Electric Eye works like a small computer to set the precise exposure for every lighting situation... even when you go from bright sunlight to dimmest shade. It measures at the film plane only the light that should be included in the scene you are shooting. This is the most advanced Electric-Eye system in photography!

## *COMPARE these advanced features of the AUTOLOAD 440*

- Cartridge Loading for Super 8 Film
- Advanced Styling with Wood-Grain Trim
- Zoom Lens with Treadle Control
- Optronic Electric Eye
- Fast f/1.9 Lens — 11 to 35 mm Zoom Range
- Electric Film Drive
- Bright Reflex Viewing
- Normal Run (18 fps) and Slow Motion (32 fps)
- Focusing Lens — 3' to Infinity
- Automatic ASA Film Settings 25 to 400
- Manual Filter Actuator
- Focusing Eyepiece
- Built-in Battery Tester
- Lock Run Button
- Remote Control Socket
- Automatic Filter Settings
- Focus Reminder in Viewfinder
- Footage Counter in Viewfinder
- Underexposure Warning
- Footage Counter in Viewfinder
- Underexposure Warning
- Movie Light Socket
- Folding Grip with Wrist Strap



*Don't let two film sizes throw you...*

**SHOW BOTH REGULAR 8 AND  
SUPER 8 MOVIES — *with ZOOM*  
WITH THE**

**BELL & HOWELL**

**AUTOLOAD 466Z**

**PROJECTOR**



- f/1.2 Filmovara® Zoom Lens
- Slow-Motion and Variable Speed
- Super 8 or Regular 8 Film Projection
- Automatic Threading Reel to Reel
- Format Selector
- Still Picture Control
- Reverse Control
- Dial Focusing
- Tilt Control
- Framer
- Single Frame Advance
- Film Cutter for Both Sizes
- Cord Storage Compartment
- 400' Reel
- Rugged Die-Cast Construction
- Permanent Factory Lubrication
- Folding Gear Driven Reel Arms

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**BELL & HOWELL**

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